

Message Text

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41

ACTION AF-06

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R 161316Z MAR 76

FM AMEMBASSY RABAT

TO SECSTATE WASHDC 8032

USDOC WASHDC

INFO AMEMBASSY ALGIERS

AMEMBASSY ATHENS

AMEMBASSY CAIRO

AMCONSUL CASABLANCA

AMEMBASSY KHARTOUM

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

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E.O. 11652: N/A

TAGS: BTRA, MO

SUBJECT: TRAVEL OF ALLIS CHALMERS CHAIRMAN AND PARTY

REF: (A) RABAT 969, (B) STATE 36554

1. CHAIRMAN SCOTT AND PARTY DEPARTED RABAT EVENING MARCH 10 THOROUGHLY IMPRESSED WITH INVESTMENT AND SALES OPPORTUNITIES IN MOROCCO AND PROMISING TO SEND REGIONAL VP WILLIAM BELL BACK BEFORE JUNE FOR FURTHER TALKS. CHAIRMAN HIMSELF PLANS TO RETURN BEFORE YEAR'S END. SCOTT, EXEC VP JOSEPH MALONEY AND BELL MET FOR LENGTHY SESSIONS WITH MINISTER COMMERCE, INDUSTRY, MINES AND MERCHANT MARINE GHISSASSI; DIRECTOR, OFFICE FOR INDUSTRIAL DEVELOPMENT BENJELLOUN; SECRETARY GENERAL FOR PLAN ABDELMALEK CHERKAOUI; AGRICULTURE MINISTRY OFFICIALS RESPONSIBLE FOR NEW DEVELOPMENT REGIONS; AND PRESIDENT, MOROCCAN AMERICAN BUSINESS ASSOCIATION OF RABAT.

2. PARTY COLLECTED VARIETY IDEAS ON POSSIBLE INVESTMENTS AND SALES ARRANGEMENTS. DETERMINATION WAS EXPRESSED TO ENTER MARKET FOR TRACTORS, CEMENT PLANT EQUIPMENT, BULK CARRIER
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EQUIPMENT. IN LATTER CONNECTION, SCOTT AND MALONEY ESPECIALLY

INTERESTED PARTICIPATION TSS PORT DEVELOPMENT EQUIPMENT (STATE 55226). REQUEST USDOC FOLLOW-UP. AS MALONEY REMARKED, "EVERYTHING A-C MAKES IS NEEDED IN MOROCCO, AND MOROCCO IS BUYING ALMOST EVERYTHING WE MAKE. SO WE SHOULD BE HERE."

3. INEVITABLY INVESTMENT CAME UP AND SCOTT PROMISED MINCOM TO STUDY INVESTMENT POSSIBILITIES, NOTABLY TRACTOR ASSEMBLY PLANT; TRACTOR MAINTENANCE, REBUILD AND REPAIR CENTER; IRRIGATION EQUIPMENT ASSEMBLY PLANT; AND ASSEMBLY FACILITY FOR IRRIGATION PUMPS.

4. SCOTT ALSO EXTENDED INVITATION TO MINCOM GHISSASSI TO VISIT US AND PROMISED FOLLOW-UP LETTER DESCRIBING PROPOSED PROGRAM. OUR UNDERSTANDING WAS THAT IDEA HAD BEEN DISCUSSED WITH USDOC SEC ELLIOT RICHARDSON AND LETTER OF INVITATION MAY COME FROM SECRETARY RICHARDSON. SCOTT ALSO TOLD CHERKAOUI THAT HE WOULD LIKE CHERKAOUI TO EXTEND HIS NEXT US VISIT TO ALLOW TIME TO VISIT PLANNING DEPARTMENTS OF SEVERAL LARGE CORPORATIONS.

5. MALONEY ALSO HINTED A-C CONSIDERING TRANSFERRING TEHRAN REGIONAL OFFICE TO ATHENS AND/OR POSSIBLY OPENING MAGHREB BRANCH.

6. COMMENT: INVITATION HOLDS GREAT PROMISE, COMING AT MOMENT OF HIGH GOM INTEREST IN US INVESTMENT AND EQUIPMENT AND WHEN GHISSASSI HAS BEEN MAKING SPECIAL EFFORT TO SETTLE OUTSTANDING COMMERCIAL PROBLEMS, E.G., ESSO TAKE-OVER. COULD ALSO BECOME SOMETHING OF A HEADACHE IF CHAIRMAN SCOTT LEFT EXAGGERATED IMPRESSION OF RICHARDSON INTEREST IN TRIP. USDOC PLEASE ASCERTAIN ACTUAL NATURE OF SCOTT-RICHARDSON UNDERSTANDING, IF ANY, AND INFORM EMBASSY SOONEST WHAT TO EXPECT RE FOLLOW-UP ON SCOTT'S ORAL INVITATION TO MOROCCAN MINCOM. END COMMENT. ANDERSON

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